

September 1, 2005  
Christ Community Church – Lamong

## Northwest Subcommittee

The subcommittee performed a S.W.O.T. analysis on the northwest quadrant. A S.W.O.T. analysis looks at the strengths, weaknesses, opportunities, and threats towards a community. This exercise was performed as one large group. Under each heading, the top two or three issues were identified by group consensus. Some issues were combined during the ranking process because they are similarly related or address a similar issue.

### Strengths:

- 1. Lots of land for opportunities
- 1. Open spaces
- 1. Ability to farm (drive the roads with farm equipment, make an income, tolerance of livestock)
- 1. All 3 Hamilton County dairy opportunities are here
- 2. Small 'towns' (Jolietville, Eagletown, Hortonville, Lamong)
- 3. Friendliness
- Proximity to necessities – not fighting for traffic
- Beauty of the area – diversity in architecture
- Mature trees and wetlands
- Accessibility – U.S. 31 to other highways (I-69 and I-65)
- Low crime rate – with the exception of mailbox bashing
- Peaceful

### Weaknesses:

- 1. Increased property taxes – schools
- 2. No Transferable Development Rights legislation
- 2. Money talks and the developers have money
- Poor emergency response
- Lack of common vision – divergent expectations of land owners (lifestyle vs. lottery)
- New-comer expectations
  - Want to influence the world to conform to them
  - Exploitation of land (buy, divide, build, move)
- Need more non-residential development
- Need better indication of fiscal impact
- Lack of “move-up”/intermediate homes

### Opportunities:

- 1. Develop a sense of place in the 4 named communities
  - Develop flavor/character of those places
  - Protect/promote agricultural history
- 1. Maintain rural ground
- 1. Good design
- 2. Monon equestrian trail
- 3. Learn from mistakes of other communities
- Transferable Development Rights legislation
- Preserve a broad-range of lifestyle opportunities
- Airport
- Quaint agricultural-related businesses
- Get rich from land sales
- Preserve old-growth trees
- Preserve old structures

- Non-residential business development at the airport

**Threats:**

1. Westfield governance – lack of representation

2. Increased traffic/population

3. Tax increases

- Rising fuel costs and the impact that has on development

- Loss of “small town” feel

- Business owners not being involved in the community

- Eminent domain (referencing the recent Supreme Court ruling)

- Poor future roadway design

- Pace of development

- Development (in general)

- Airport

- Sheridan growth

- Cost of farming in the face of development costs